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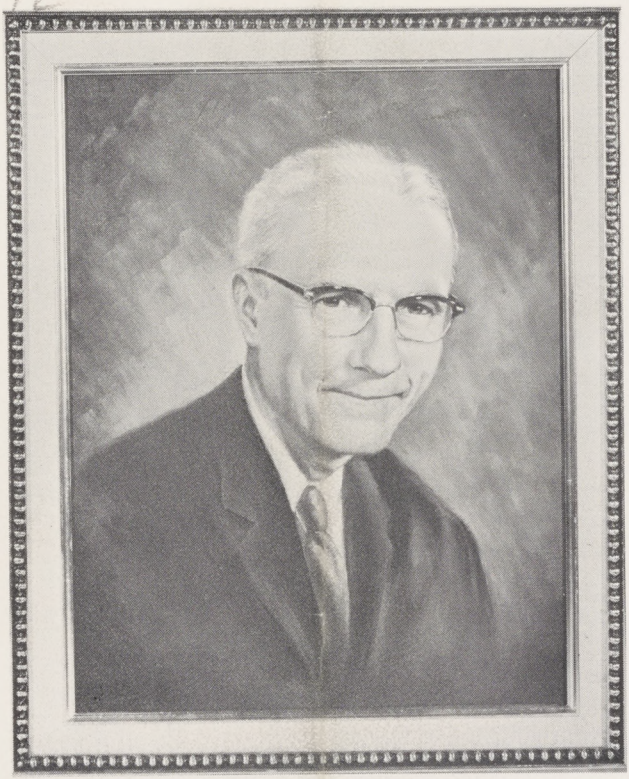


Public Service Recognition Room

DEDICATED TO THE MEMORY OF

Robert S. Fuller

OCTOBER 1, 1969

Valley Federal Savings' "Public Service Recognition Room," is based on our long-time policy of community involvement. Mr. Fuller, in distinguished and selfless devotion to his community, believed that Valley Federal had a corporate responsibility to further the welfare and betterment of the areas it serves.

The opening of this 'living' room not only honors the memory of Robert S. Fuller, but reveals the policy of VFS in recognizing Valley Federal men who worked hard and creatively in community service. This policy is currently being implemented by the present Valley Federal management, under the leadership of Arthur D. Aston.

ROBERT S. FULLER

The Story of a Leader

Robert S. Fuller was a man of undeviating honesty, warmth and compassion. His beloved wife Marianna, and three sons, Robert, Ernest and John also knew him as a beloved husband and father.

A native son of Los Angeles, he spent his early years in Santa Monica. In his youth, bicycle trips to summit of Topanga Canyon, and camping at the Boy Scout Camp Arthur Letts, brought young Bob into intimate relationship with the Valley he was to love and serve so well.

Following graduation from the University of California at Berkeley, Fuller began his business career as an appraiser for the Bank of America. From 1928, he made many visitations to San Fernando Valley. His progress with the bank was steady, and in 1953, Mr. Fuller became Manager of the Van Nuys Branch of Bank of America. It

Cast in solid bronze, "Fernando" award given for civic accomplishment.

Arthur D. Aston, right, congratulates Robert S. Fuller on his appointment as executive vice-president of Valley Presbyterian Hospital.

was then that he became acquainted with W. P. Whitsett, founder-president of S.F. Valley Federal Savings & Loan Association. This friendship blossomed into deep admiration for Fuller's great abilities, and in 1954, Whitsett named him executive vice-president of Valley Federal. Five years later, Bob Fuller was president, and in 1961 also took on the duties of Chairman of the Board. He carried on, a pillar of strength, until his untimely passing May 23, 1969.

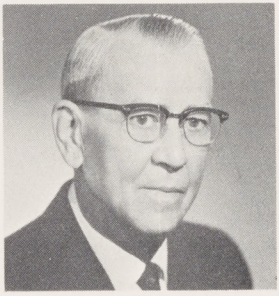
The character, warmth and humility of Robert S. Fuller is partly told in the many organizations to which he belonged, and the honors which came his way. They are part and parcel of the lifestream of our great community. Here is only a partial list:

President and Man of the Year Award, Van Nuys Chamber of Commerce; in 1964, coveted Fernando Award, bestowed by 27 Valley Chambers; President, Industrial Association of S.F. Valley; Founder-President, L.A. Headquarters Development Assoc.; from 1954 to 1969, director and executive vice president, Valley Presbyterian Hospital; President and Silver Beaver Award holder, Valley Council, Boy Scouts of America; Golden Triangle Award winner, Mid-Valley YMCA; Chairman, Valley district United Way; Ruling Elder and Trustee, First Presbyterian Church of Van Nuys; Director, Federal Home Loan Bank of San Francisco; Vice president, California Savings and Loan League; Vice chairman, Mayor's Economic Development Board, City of L.A.

There are many more posts Bob Fuller filled, modestly but with full heart, and many more honors came his way . . . space does not permit listing them all. This Recognition Room tells of course, only some of the Robert S. Fuller story . . . his memory and great works will live on . . . for the benefit of all of us.

William Paul Whitsett
VFS Founder in 1925

W. P. Whitsett was born in Pennsylvania on Dec. 27, 1875, and passed away April 8, 1965. A truly great Valley pioneer, Whitsett was one of the founders in 1911, of the town of Van Nuys, and instrumental in its early, solid growth. In 1928, as chairman of the Metropolitan Water District, he worked to bring water here from the Owens Valley, and was an early supporter of the building of the Colorado River Aqueduct. His civic responsibilities always came first. His support of Scouting made possible Camp Whitsett, Lake Ida in Sequoia National Park, and Whitsett Hall in the Valley. His first donation of $50,000 helped start Valley Presbyterian Hospital in 1956. Mr. Whitsett laid the strong foundation of community involvement that is being carried on today at Valley Federal.



Harry C. Sorgenfrey
VFS Pres.-chairman 1956-1961

Mr. Sorgenfrey was born in Durant, Iowa, 1884 and passed away July 28, 1969. He was educated in Durant public schools, and received his business training there also. He came to Van Nuys in 1921 to take over the cashiership of the then organizing Bank of Van Nuys. In 1946, Sorgenfrey became vice president of Valley Federal Savings, was elected president in 1956, and president and chairman of the Board until 1961. He was active in many Savings and Loan industry organizations, revered for his integrity, and a devoted community leader.

SAN FERNANDO
VALLEY FEDERAL SAVINGS
& LOAN ASSOCIATION

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